

**Hort
Innovation**

Commonwealth Games

Australian Avocados Media Partnership

01/08/2022



Commonwealth Games

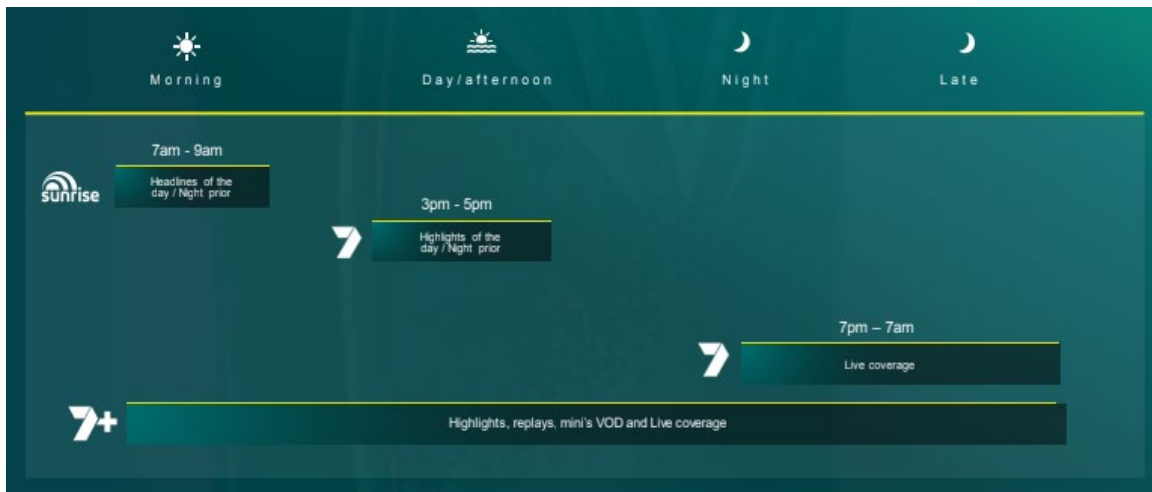
Partnership details

Following on from the success of the Olympics in 2021, we recommend leveraging a package with the Commonwealth Games to extend the Green Gold message association. Tokyo delivered an audience of +61% of our booked audience and our creative performed strongly and resonated with audiences winning the best ad of the Olympics.

The games will begin in Birmingham Thursday 28th of July and run until Monday 8th of August.

Avocados will receive:

- 64 Metro national TV Spots during the games
- 2.4m audience eyeballs on free to air tv
- 1m impressions across 7 Plus on catch up TV (BVOD)



The 2022 Games Broadcast Times

Key Events



Swimming

All eyes will be on the pool with a few key athletes looking to make waves:

- Flynn Southam is 16 years old from NSW and will be making his Commonwealth debut within relay teams and his own Freestyle 100m event.
- Cody Simpson, former singer, has qualified for Birmingham and has all of Australia watching to see if he can pull in a win.
- The golden girls of the pool off the back of the Olympic Games will be back with Emma McKeon looking to make a repeat of the Olympics where she won 4 Gold and 3 Bronze Medals.

Key Events

Team Sports

- Women's T20 Cricket will be making its commonwealth debut at the Birmingham Games and fresh off a winning streak that included the World Cup the Aussies are a favourite to take out gold!
- The Rugby Sevens will be back this year with New Zealand looking to go back-to-back off the back of mens and womens gold in the 2018 Gold Coast Games.

